

Localism: A Commitment to Serving Siouxland

KCAU-TV, ABC Affiliate – Sioux City, IA

KCAU-TV demonstrates a significant investment in *local news programming*. While our twenty-four half-hour newscasts per week – Monday through Friday at 11:30am, 5pm, 6pm & 10pm and Saturdays & Sundays at 6pm & 10pm, and our five 1-hour newscasts – Monday through Friday at 6am, represents 14% of our total weekly broadcast schedule. A full 60% of the station's staff in the news and production departments, is dedicated to the preparation and presentation of these newscasts.

We feel strongly that Channel 9 Eyewitness News is our viewers' primary source of information about the events and issues that affect them everyday right here in their own community. We take that responsibility very seriously as we make decisions about the news we cover and the ways in which we cover it. Our primary goal is to give our viewers the information they need to be responsible members of the community, to make informed decisions about the important issues faced by the community, and to participate in a meaningful way in the overall life of the community.

We have a similar commitment to *local public affairs programming*. During our 11:30am and 5pm newscasts, we produce interview segments that discuss key events and issues in Siouxland. The guests include local community leaders, volunteers, event participants, agency representatives, etc. In 2004, these programs included discussion on local topics like senior services, youth after school programs and activities, the impact of budget cuts on local schools, area unemployment, domestic violence, childrens' charities and other social services, minority issues and others. This long form programming is supplemented by a schedule of public service announcements addressing important local issues, promoting meaningful local agencies and events, and encouraging volunteerism on a local level.

To help guide our efforts in both news and public service programming, we have an active local **ascertainment** process. Each quarter, we hold an ascertainment meeting in which we invite six local community leaders, representing a cross-section of the community and different agencies in the Siouxland area. Through the course of our discussion, we attempt to ascertain what they believe to be the most important issues facing the Siouxland area. We also provide guests to the station a written community assessment form in which they, too identify key local issues that need to be addressed. We conduct between 25-30 interviews each quarter and use them to help guide our news and public service programming choices.

Our website (kcautv.com) supplements and reinforces our on-air efforts in news and public service programming. Our efforts in news and public service programming are documented in more significant detail in the Quarterly Issues/Program List located in our Public Inspection File.

In addition to regularly scheduled news and information programming, we also have systems put in place to provide ***emergency programming*** information on an as-needed basis. Special news reports, severe weather announcements, school closings and cancellations, Amber Alert notifications, and EAS are all examples of these emergency programming commitments.

During the recently concluded political campaign season, KCAU-TV provided a myriad of ***political programming*** to help inform our viewers on the local races and candidates. First, from Labor Day until Election Day, we committed a minimum of five minutes per day to candidate-driven ***local election coverage*** during our regularly scheduled newscasts. Those efforts are documented in our Public Inspection File. In addition, KCAU-TV offered all qualified candidates for federal office, representing some part of our viewing area, five minutes of ***free airtime*** to air between September and November. Invitations went out to 13 candidates, and seven of them ultimately accepted our effort. In addition, we broadcast an hour-long Nebraska First Congressional Debate between Jeff Fortenberry and Matt Connealy. This debate was co-produced by our sister station KLKN in Lincoln, NE. On November 2nd, in addition to our regularly scheduled news programs and ABC's election coverage from 5:30pm-10pm, we provided ***local election coverage*** for three to five minutes of every half-hour including cut-ins at 7:56pm, 8:25pm, 8:56pm, and 9:25pm. After our local news at 10:00pm, KCAU rejoined ABC at 10:35pm for national coverage and did local cut-ins throughout the late night hours.

KCAU-TV provides a significant amount of ***community service programming*** for local social service agencies, fundraising efforts, and community events. Local events for which we are a media partner include: The Siouxland Blood Bank, Salvation Army, The Susan G. Komen Breast Cancer Foundation, Humane Society, Medicare, Alzheimer's Association, American Cancer Society, Carrie Mach Association, American Red Cross and the United Way.

KCAU, along with Bomgaars and the Salvation Army, team up every year for the Operation Toys Campaign. This campaign asks viewers to donate new toys for children and families in need of Christmas toys. Drop off sites include KCAU and Bomgaars. The toys are collected and passed out by the Salvation Army.

KCAU-TV enjoys a long and productive relationship with Variety – The Children's Charity and the Muscular Dystrophy Association. Each year we PSA's and local cut-in segments for the Variety - The Children's Charity Telethon. These segments and various news stories air in conjunction with the telethon that is produced out of Des Moines by our sister station, WOI-TV. In addition to Variety - The Children's Telethon, KCAU broadcasts the annual MDA Telethon. We produce local cutaway segments that air during the broadcast of the national telethon. This commitment also includes news stories and PSA's throughout the year.

KCAU-TV enjoys a long and productive relationship with Crimestoppers. Our commitment to them includes production and airing of weekly PSA's. We share the production commitment with other broadcast media in the market.

Finally, our on-air personalities regularly make themselves available for public appearances of all varieties around the community. From acting as emcees for local chamber and other civic organizations to reading to young people in area schools, from appearing in local community parades and festivals to lending their celebrity for worthy charitable causes, the people of Channel 9 Eyewitness News participate actively in the life of the community.

In the end, KCAU-TV not only serves the Siouxland community, but is an active part of it. We provide a tremendous service to our viewers, connecting them to their community. We are charged with the responsibility to be a good corporate and community citizen by participating in a visible and constructive way to influence the quality of life in our community. And, for more than 50 years, we feel we have succeeded in that mission.

Will Meyl
Vice President & General Manager, KCAU-TV